

Atlantic and Pacific Store To Open in Torrance Tomorrow

The Great Atlantic and Pacific Tea Company is no stranger to California although the organization is to have its gala opening in Torrance at the A. & P. store at 1319 Sartori avenue tomorrow and Saturday. True, its entry into the state's retail grocery field is a major development

in the company's newest expansion activities. But, as a factor in California's economic life, the A. & P. has long been a large-scale contributor to the prosperity of California growers and producers. In fact the A. & P. is the largest single buyer of Californian commodities in the world. In the last five years A. & P. bought more than \$145,000,000 worth of California fruits and other food products.

With an annual volume of business exceeding \$1,053,000,000 the food demands of the 5,000,000 daily A. & P. patrons are necessarily enormous and California has, for many years, played a major role in the providing of the foodstuffs which stock the shelves of 15,000 A. & P. stores in 36 states and two Canadian provinces.

Bought Here in 1923 Early in 1923 the company's purchases of California fruits and vegetables had reached such proportions that it was necessary to establish a purchasing division in San Francisco. Naturally, many advantages accrue to the A. & P. through the location of its own offices within a comparatively short distance of California's fruit and vegetable-growing valleys.

Through personal inspection of various raw commodities before they are prepared for marketing, A. & P. representatives are able to keep the company's units closely informed as to crop and market conditions.

Solves Transportation It is also of extreme importance to the A. & P. system to have goods moved forward as rapidly as possible after the order is placed. The A. & P. maintains its own traffic experts to arrange steamer space, follow up carload shipments via rail, and otherwise speed up the transport task in transferring California's commodities from field to warehouse and store.

It is from the fertile valleys of California—Imperial, San Joaquin, Santa Clara and Sacramento—that the A. & P. secures many of its choicest commodities. From these and the Imperial valley come the citrus products and many fresh vegetables, but very little fruit for canning purposes. A little to the north and west of this spot, in the Pacific ocean, are caught the A. & P. supplies of tuna fish and sardines, while in and around Los Angeles A. & P. obtains the finest walnuts grown.

Millions Buy Daily The need for such vast quantities of foodstuffs is better understandable when it is realized that the A. & P. stores, situated throughout the United States, in 36 states, and in two Canadian provinces, fill 5,000,000 market baskets daily. In one year housewives make 1,500,000,000 visits to A. & P. stores. It is as if the entire population of the United States, men, women and children, bought at these stores every three and a half weeks.

The company's own buyers and crop experts are on hand daily all over the world to see that only the choicest products reach A. & P. shelves. These buyers and the company's own plants last year sent 30,000 carloads of potatoes to A. & P. stores; 5,000,000 barrels of flour; 90,000,000 dozen eggs; 70,000 tons of coffee; 150,000,000 pounds of butter; 4,000,000 cases of evaporated milk and 7000 carloads of oranges. There are only a few of the popular commodities but the volume for each article illustrates the daily needs of A. & P. patrons. Thirty-three A. & P. bakeries are turning out white bread, raisin bread, rye and whole wheat loaves, doughnuts and other bakery products in huge daily quantities. The popularity of the A. & P. Grandmother's bread is attested to by the production demands placed

A. & P. Facts

Torrance welcomes the newest A. & P. store which is opening tomorrow and Saturday at 1319 Sartori avenue with all new and modern equipment; stocked with the freshest and highest grade food products. Thirty thousand carloads of potatoes are sold every year by A. & P. stores throughout the United States and Canada. Five million barrels of flour are used every year to make the bread which housewives in the United States buy from A. & P. stores. Over 90,000,000 dozen eggs are purchased in the course of a year in the 15,000 A. & P. stores in the United States and Canada. Twenty-four million cans of salmon are sold annually in the red front A. & P. stores of the United States and Canada. Fifty million pounds of butter—25,000 tons—are sold every year by the stores "where economy rules."

upon the company's bakeries, where almost 500,000,000 crisp and tasty loaves of this make of bread were turned out of A. & P. ovens last year. An average of 153,717 loaves of bread are sold every hour of the business day across A. & P. counters.

Ads Are Guides To the American housewife whose daily selections of fine quality foods form a major domestic consideration and to those housewives whose savings on food purchases mean little additional favors for home or family—the characteristic and familiar A. & P. food advertisements are market guide posts.

They fulfill the same function for her that the financial pages with their latest stock and bond quotations perform for the business man. In short, they keep her constantly informed—informed on the newest food economies at A. & P. stores, where experience has taught her that economy is never achieved at a sacrifice to quality.

Knowing that the greatest food buying and distributing organization in the world is speaking to her, the shopper has come to recognize price quotations in A. & P. advertisements as an accurate barometer of what fair food prices should be everywhere.

Regardless of fluctuations in crop production, or shifting wholesale prices, or general price trends in the entire food industry, the housewife through familiarity with A. & P. advertising has come to know that A. & P. prices represent the current fair and reasonable retail price. In other words, A. & P. prices move correspondingly with the general food situation, but never at such an angle that a bigger profit is extracted during certain seasons or on certain commodities, but always maintaining a consistent balance which allows the A. & P. less than 2½ cents profit on each dollar of sales.

ON FLEXIBLE SCHEDULE The sheet mill at the Columbia Steel plant will work five days this week, it was learned today. The entire plant is working on a flexible schedule, according to the amount of business received. Henry Lintott, an official, said. Other divisions of the huge plant are on the five day basis now. It is not known what schedule will be followed next week.

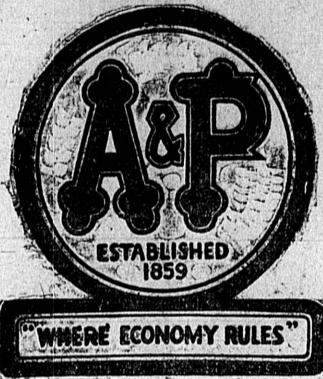
ANNOUNCING

the opening of a new complete food market at

1319 Sartori Avenue, Torrance, Calif.

Thursday morning

HERE you will find a modern, sanitary food shop, fully stocked with quality food products of all kinds at prices that mean real savings. STOP IN TODAY!



The Largest Selling Coffee In the World

8 O'CLOCK Coffee

Regular Price 25c

lb. **19c**

Limit 5 Pounds

Corn Standard Grade Country Gentleman

Ivory Soap 3 Guest size 10c 2 Large size 23c

Marshmallows Rose Carnival

All 5c Candy Bars

Sunnybrook Brand Large U. S. Extras

EGGS

dozen **32c**

Evaporated Milk All Popular Brands

Scott Tissue

Matches Birdseye full count

Soap P-G, White King, Crystal White

Endorsed by Beauty Experts

Palmolive Soap

4 cakes **25c**

Limit 12 Cakes

Salmon	Del Monte Red Alaska	2 tall cans	49c
Canada Dry	Ginger Ale or Sparkling Lime	3 bottles	57c
Canada Dry	Golden Ginger Ale	3 bottles	48c
Welch's Grape Juice		1 pint	25c
Mayonnaise	Best Foods Gold Medal	2 half pint jars	35c

White King Granulated Soap

large pkg. **35c**

Snowdrift Vegetable Shortening 1 lb. can 22c 3 lb. can 66c

Salad Dressing Rajah Brand quart jar 43c

Van Camp's Beans Tomato Sauce 3 cans 25c

Prunes Del Monte Medium size 2 lb. pkg. 23c

Silverbrook Brand Fancy Creamery BUTTER

lb. **37c**

Cigarettes Camel, Lucky Strike, Old Gold, Chesterfield tin of 50 29c

Ginger Ale California Country Club 3 bottles 25c

Sunbrite Cleanser 3 cans 13c

Bishop's Peanut Butter 1 lb. can 20c

A & P Markets Handle Quality Meats Only

Pot Roast Tender Cuts of Choice Steer Beef 2 lbs. **25**

SLICED BACON No Rind.....No Waste lb. 35c

VEAL SHOULDER ROAST Milk Veal lb. 19c

SHORTENING Jewel or White Ribbon 2 lbs. 23c

Chickens Fresh Killed...Dry Picked...Stewing Hens lb. **25c**

Fancy Garden-Fresh Fruits and Vegetables

Peaches Large Size....Fancy Elberta Freestones 7 lbs. **25c**

CANTALOUPE Large size 3 for 10c

SEEDLESS GRAPES 6 lbs. 15c

Watermelons Every One Guaranteed 3 lbs. **5c**

THE GREAT ATLANTIC & PACIFIC TEA CO.

These Prices Effective Thursday, Friday and Saturday

SAM LEVY
1311-1313 Sartori Ave., Torrance

Here is a tip on Batteries



There is a measure of value in storage batteries that is even more important than the number of plates. It is electrical size—the measure that car builders use. All Willard batteries have their electrical size branded on the case.

Harvel's

1618 Cravens Ave. Phone 168 TORRANCE, CALIFORNIA

Willard STORAGE BATTERIES

Feen-a-mint

The Laxative You Chew Like Gum No Taste But the Mint

DAYS OF SUFFERING NOW QUICKLY ENDED

The next time you start one of these days, see the instant relief you get with Dillard's Aspergum. Almost before you know it the pain disappears, your nerves suddenly relax. With Aspergum you chew the pain away. For it is the finest aspirin obtainable put up in chewing gum form. Now you can take aspirin any time, any place. No water. No bitter taste. No choking sensation. Because you chew Dillard's Aspergum the aspirin melts thoroughly with the saliva so that all its soothing qualities are effective quickly, continuously. It brings quick relief from aching heads, toothache, the pains of neuritis, neuralgia, even rheumatism. If your druggist does not have Dillard's Aspergum, send for a free sample to Health Products Corporation, Dept. A, 113 North 13th Street, Newark, N. J.

I. H. HAWKINS CO.

Welcomes To Torrance

The Great Atlantic & Pacific Tea Co.

"World's Largest Chain Store Grocers"

Pay them a visit this week and while down town drop over to our new location where you will find the lowest Low Down Prices you ever dreamed about.

I. H. Hawkins Co.

1228 El Prado

Torrance